



**SCOTTSDALE PRIDE COMMITTEE
CITY OF SCOTTSDALE CITY HALL
3939 N. DRINKWATER BLVD.
KIVA CONFERENCE ROOM
SCOTTSDALE, AZ 85251
MAY 4, 2006**

MINUTES

Present: Cristina Lenko (Chair)
Donald Scott (Vice-Chair)
Vicki Carr
Carol Cerrito
Sandra Kaibetony
Richard Kimberly
Rosanna Organ
Judy Snyder (departed at 6:44 p.m.)
Zachary Stahmer
Sonnie Stevens
Richard Taylor
Stewart Walowitz (arrived at 5:41 p.m.)

Absent: Robbi Henrickson
Ronald Robins
Cathy Zebarth

Staff: Rob Millar
Shannon Wallace, Public Information Officer, CAPA

CALL TO ORDER

Chair Lenko called the Scottsdale Pride Committee regular meeting to order at 5:39 p.m. Roll call confirmed the presence of Committee members as noted above.

APPROVAL OF APRIL 6, 2006 MINUTES

MR. KIMBERLY MOVED FOR APPROVAL OF THE MINUTES OF THE APRIL 6, 2006 MEETING. THE MOTION WAS SECONDED BY VICE-CHAIR SCOTT AND CARRIED UNANIMOUSLY BY A VOTE OF ELEVEN (11) TO ZERO (0).

Chair Lenko reported that Mr. Millar requested that a staff member provide an Adopt-a-Road update tonight. That staff member was unable to attend tonight's meeting so the discussion is being postponed until next month's meeting. Chair Lenko welcomed the new Committee member Sandra Kaibetony.

PRIDE COMMITTEE NAME CHANGE DISCUSSION AND ACTION

Chair Lenko recalled that the discussion about changing the Committee's name to Scottsdale Clean and Beautiful began four months ago. When the Committee was ready to take action on this topic, there was barely a quorum and voting was postponed until today's meeting.

Mr. Millar distributed color printouts of the Scottsdale pride logo, requesting that the Committee review the logo in its enlarged format before making a motion. He pointed out that the bottom right hand side of the logo already has "Keep Scottsdale Beautiful" incorporated into it. Mr. Millar reported that Ms. Shannon Wallace of CAPA was attending tonight's meeting to answer questions and provide her expertise on marketing strategies and public relations.

MS. STEVENS MADE A MOTION THAT THE COMMITTEE RETAIN THE CURRENT NAME SCOTTSDALE PRIDE, WITH THE ADDITION OF KEEP SCOTTSDALE BEAUTIFUL. MS. CARR SECONDED THE MOTION.

Mr. Taylor agreed with Ms. Stevens, suggesting that the logo be changed to reflect "Pride" as a smaller font and enlarge "Scottsdale" so it is the main emphasis, with "Keep Scottsdale Beautiful" also being enlarged a couple font sizes. Mr. Kimberly agreed with Mr. Taylor's suggested changes.

Mr. Walowitz stated that the Committee wants to be better known and requested that Ms. Wallace provide her opinion and comments in response to the suggested logo changes.

Ms. Wallace reported that as she indicated two months ago, she still advises that Scottsdale Pride remain the same. When it comes to marketing, it is important that the Committee continue to go into the community and inform the public about who Scottsdale Pride is and what they do. She noted that changing the name risks the loss of Scottsdale Pride's current marketable value, having to start marketing efforts at the very beginning once again.

In response to Mr. Walowitz's inquiry about changing the name, Ms. Wallace stated that the Committee is already capitalizing on the Keep America Beautiful affiliation by incorporating "Keep Scottsdale Beautiful" into its logo as a tagline.

Ms. Wallace reported that she is involved in producing the Pride insert for the water bill. She cannot commit to adding a monthly article to increase exposure as requested by Mr. Taylor. There is a limited amount of space being vied for and the Pride insert is prepared three months in advance. Ms. Wallace suggested that they use the insert to highlight events that are scheduled in advance.

Discussion ensued about the possible tagline addition of "associated with the Scottsdale Pride Committee" to the Pride insert, even though it is not affiliated with the Committee in order to increase visibility.

Vice-Chair Scott noted that his marketing experience has shown that it is best to draw an accurate picture of what you want to say with as few words as possible. Pointing out that he disagrees that the Scottsdale Pride Committee has a well-known community visibility. He commented that Scottsdale Pride would be a good name to keep if the Committee had an active marketing campaign to educate the citizens.

Vice-Chair Scott stated that "Scottsdale Clean and Beautiful" says much more than "Scottsdale Pride Committee." In terms of print, the phrase "Scottsdale Clean and Beautiful" is much more self-explanatory.

Ms. Organ opined that the Committee has been very active in the neighborhoods and marketing activities have been increased. "Scottsdale Pride" indicates pride in the City, reflected by cleanliness. She pointed out that changing the logo and reprinting t-shirts, hats, and signs will incur additional costs that could be seen as a waste of money.

Ms. Wallace commented that it is an excellent idea to adjust the current logo to reflect the various aspects of the Committee. She opined that the Committee must make sure the name continues to get out to the public.

Mr. Taylor suggested that they market their current name more diligently. He recalled that at Committee events, they did not put out any signs with their name on it so people know who they are. The signs will have two-fold usefulness: 1) great safety feature, and 2) publicity/name recognition.

Ms. Carr reported that during the recent gravel-spreading event for Rock the House, she spoke with a neighbor who was very aware of the Scottsdale Pride Committee. She opined that the Committee does have a presence and the lack of signage appears to be the biggest hindrance. Ms. Carr commented that talking to people is an opportunity to discuss the great projects initiated by the Committee.

Discussion ensued regarding the use of the logo and the fact that changing the name will not increase publicity and public awareness. Ms. Snyder pointed out that unless the logo is printed on every piece of marketing material other than the hats, there is no use in having it.

Chair Lenko reported that codifying the Committee to officially become a Board or Commission and the push to find new avenues for logo exposure has prompted the current name change discussion. Chair Lenko stated that she supports the name change. As a result of her discussions with local leaders of Scottsdale, she found that Scottsdale Pride was not a recognizable name.

MS. STEVENS MADE A MOTION THAT THE COMMITTEE KEEP THE CURRENT NAME WITH SUGGESTED TEXT CHANGES BEING MADE TO THE LOGO. MS. CARR SECONDED THE MOTION. SIX (6) VOTES WERE CAST IN FAVOR OF THE MOTION AND SIX (6) VOTES WERE CAST AGAINST THE MOTION. THOSE WHO VOTED FOR THE MOTION WERE MS. STEVENS, MS. CARR, MS. CERRITO, MR. KIMBERLY, MS. ORGAN, AND MR. TAYLOR. THOSE WHO VOTED AGAINST THE MOTION WERE: MS.

KAIBETONY, CHAIR LENKO, VICE-CHAIR SCOTT, MS. SNYDER, MR. STAHER, AND MR. WALOWITZ.

Mr. Millar suggested that since there are 12 members present resulting in a tied vote, this topic should be tabled until the next meeting. Ms. Stevens pointed out that she will probably not be replaced by the next meeting. Vice-Chair Scott inquired whether it would be legal to record the voting as taken tonight, adding missing members' votes at a later date to come to a final decision. All agreed that another vote would have to be taken.

In response to Mr. Kimberly's inquiry about other suggested alternatives, Chair Lenko reported that "Keep Scottsdale Beautiful" was discussed at last month's meeting. Mr. Kimberly stated that earlier they said "Keep Scottsdale Clean and Beautiful."

Chair Lenko recommended that they take another vote tonight, since this topic has been discussed for the past four months. Ms. Wallace pointed out that the City of Scottsdale already uses "Scottsdale Clean and Beautiful" for their month of April events. Mr. Taylor suggested that if they cannot come to a decision they should keep the current name.

Mr. Millar suggested that they either take another vote or wait until next month in the hopes that they have an uneven number of members in attendance. Mr. Walowitz suggested that they discuss it a couple more minutes and then vote. Vice-Chair Scott stated that earlier he indicated his support for "Scottsdale Clean and Beautiful." Ms. Cerrito opined that it sounds too much like a slogan and they should keep the status quo with the text changes discussed earlier.

MR. WALOWITZ MADE A MOTION THAT THE COMMITTEE KEEP THE NAME "SCOTTSDALE PRIDE," WHICH WAS SECONDED BY MS. CERRITO.

Discussion ensued regarding signs for increasing marketing rather than changing the name. Mr. Millar reported that the committee does not have a budget for signs or changes to the logo and other marketing materials. The Treasures & Trash budget is already tight and the Committee could go out and ask businesses to donate money for marketing materials.

Ms. Stevens volunteered to donate as her parting gift to the Committee, ten simple signs on posts, along with \$100 to print the marketing material. Mr. Walowitz suggested they take the vote.

MR. WALOWITZ MOVED THAT THE CURRENT NAME SCOTTSDALE PRIDE BE KEPT WITH THE LOGO BEING MODIFIED. THE MOTION WAS SECONDED BY MS. KAIBETONY AND CARRIED BY A VOTE OF EIGHT (8) TO FOUR (4). MEMBERS WHO VOTED FOR THE MOTION WERE: MR. WALOWITZ, MS. KAIBETONY, MS. CARR, MS. CERRITO, MR. KIMBERLY, MS. ORGAN, MS. STEVENS, AND MR. TAYLOR. MEMBERS WHO VOTED AGAINST THE MOTION WERE: CHAIR LENKO, VICE-CHAIR SCOTT, MR. STAHER, AND MS. SNYDER.

Chair Lenko recommended that the Committee research signage, retreat regrouping, and the formation of a marketing committee in preparation for next month's meeting. She thanked Ms. Stevens for the donations to the Committee.

PRIDE COMMITTEE DRAFT ORDINANCE

Mr. Millar began the discussion by going over the codification process explaining that they have to create an Ordinance to be included in the City's Code. Once approved by City Council, the Ordinance will establish the Committee as a Board or Commission. While distributing copies of the Ordinance to the Committee, Mr. Millar suggested they go over the specific language in order to make suggested changes.

Mr. Millar clarified that the Ordinance is basically a formal draft of the Bylaws language updated this year, pointing out that some of the language is mandatory. He stated that as a result of his discussion with the City Manager's Office, it was found in relation to what Scottsdale Pride does; it is more appropriate that the Committee be considered a Commission. Boards generally are tasked to review information and who have approval or some sort of regulatory authority, such as the Appeals Board.

Mr. Millar began the discussion by explaining each section of the Ordinance.

Section 1:

Section 1 basically indicates where the Ordinance will reside in the City Code. Division 16 discusses the purpose of the Committee.

Section 2-377 Purpose (A):

Explains education: coordinating litter programs; improving health and sanitation, safety and cleanliness of the City of Scottsdale; removal of trash; encouragement of the public for planting and preserving of trees, flowers, plants, shrubs, and other objects; making recommendations to the City Council for the beautification of the City as a whole.

Ms. Snyder pointed out that under (2), it should not be citizens, since cities have residents and countries have citizens. Mr. Millar stated that the Code actually says "citizens," so it cannot be changed.

Section 2-378 Membership, Subcommittees, Terms:

- (A) States that the Committee shall consist of 15 members.
- (B) Discusses establishing sub-committees.
- (C) States that Committee Members shall be appointed for three-year terms and the Committee is required to fill vacancies through motions.

In response to Mr. Taylor's comment that they always have vacancies, Mr. Millar pointed out that the language comes from the bylaws and (C) should say the same. Indicating that if they choose to change any of the Ordinance language that comes from the Bylaws, the Bylaws will have to be amended to reflect those changes.

Mr. Taylor suggested that (F) be reworded. It states that members can only be excused by the Chairperson. Scottsdale Pride members usually contact Mr. Millar when they are going to be out. Mr. Millar agreed to clarify that point with the City Attorney's Office, elaborating that the Bylaws state that members with unexcused absences that staff or the Chair are not notified of would then be recommended to City Council for removal.

Section 2-379 Powers and Duties:

Subsections 1, 2, 3, and 4 talk about Scottsdale Pride having the ability to coordinate community-wide efforts, clarifying that the Committee has the ability to solicit and accept donations specific to its activities.. It also reiterates the ability to make recommendations to City Council, basically indicating that the Committee is self-regulated to some extent.

Subsection 5 states Scottsdale Pride determines when and where meetings are held. Subsection 6 explains that the Committee has the ability to create its own rules and regulations.

Mr. Millar commented that notification was the only requirement and the Ordinance was noted on this month's agenda so the public could attend for comment.

Mr. Millar agreed that staff will confer with the City Attorney regarding Section 2-378 (F) and will make sure that it reflects the Scottsdale Pride Bylaws. He reported that the Ordinance is being considered for City Council's agenda and suggested that Chair Lenko be present to answer any questions about purpose and what the Committee thinks about the Ordinance.

MR. TAYLOR MOVED THAT THE ORDINANCE BE ACCEPTED AS AMENDED WITH RECOMMENDATIONS TO CITY COUNCIL THAT THEY BECOME A COMMISSION. THE MOTION WAS SECONDED BY MS. CERRITO AND CARRIED UNANIMOUSLY BY A VOTE OF TWELVE (12) TO ZERO (0).

SUBCOMMITTEE REPORTS

Chair Lenko requested Subcommittee reports on progress to date.

- Treasures and Trash

Mr. Millar reported that T&T will probably convene next month and will notify once they have some specific dates.

- Downtown Recognition

Vice-Chair Scott thanked everyone for helping distribute notification of the Downtown Business Award. He distributed the current flyer with a new attachment providing suggested verbiage to assist everyone when distributing the flyers. Vice-Chair Scott pointed out that he is open to suggestions on the language. The next distribution date is expected to be an upcoming Saturday morning. Vice-Chair Scott undertook to keep everyone apprised.

- South Scottsdale Revitalization

Mr. Walowitz reported that they spoke with Joy Racine from STOMP, who provided the address of a home that needs help from about 10 people for one whole day. He stated that since bulk trash pick-up is scheduled for May 15th and the trash can be put out 9 days in advance, they discussed doing clean up by May 14.

Mr. Taylor suggested the City's free clean-up program. Mr. Millar clarified that program's criteria are five homes or more and if too many homes clean up at once, the bulk pick-up gets overwhelmed.

Mr. Walowitz stated that this is short notice, the 14th is Mother's Day. If they postponed this project until June it will be too hot. In response to Ms. Carr's inquiry about STOMP, Mr. Walowitz reported that STOMP could only help once a year.

Ms. Organ suggested that they contact high schools, Boy Scouts, or church groups in the neighborhood to help out. Mr. Walowitz pointed out that only the backyard has overgrown vegetation and they will need garbage bags and small hand tools for one day.

Mr. Taylor suggested that they get Rock the House to replace the landscaping with gravel, since the resident is having trouble keeping it up. Mr. Millar stated that the resident might be in violation of the Code qualifying her for the program.

Vice-Chair Scott stated that the Committee might be taking on too much and might not have enough manpower for this project. Mr. Stahmer opined that there is not enough time. Ms. Organ stated that if they solicit assistance correctly it could be done.

Mr. Walowitz suggested that they split the project into two days, one in May and one in June, coordinating with other organizations and timing it so bulk pick-up can help with trash removal. He requested that the members drive by and take a look at the backyard.

- North Scottsdale Project

Ms. Cerrito reported that they have prepared a statement incorporating information from Keep America Beautiful regarding cigarette litter. Indicating that they are submitting it for the water bill and to be added to the website. Ms. Cerrito stated that Keep America Beautiful is very interested in partnering on this issue.

Ms. Cerrito read the Danger Litter statement to the Committee:

"Did you know that cigarette butts are the most littered item in America representing almost 30% of all items documented in clean up initiatives? Many smokers do not consider tossing cigarette butts to be a form of littering and smokers and non-smokers alike believe that the butts are biodegradable. The filter is actually made of cellulose acetate, which is a plastic that does not easily degrade under normal conditions. Despite their small size cigarette butts present communities with big problems. Not only are they an eye sore but they are a significant fire hazard dangerous to children and wildlife and expensive to clean from municipal storm water filters where they collect after a rainfall.

The Scottsdale Pride Committee in conjunction with Keep America Beautiful is working to increase public awareness of this issue. As the fire season draws near, cigarette litter becomes especially dangerous to our City and State. Please do your part to control cigarette litter by using car ashtrays and public ash receptacles. Help keep Scottsdale Clean, Beautiful, and Safe!"

Ms. Cerrito reported that their plan is to distribute this statement throughout the year in the City utility bills. Mr. Millar stated that he submitted the statement to CAPA to assist with the distribution.

Ms. Organ suggested that they propose to the City the addition of public ashtrays to bus stops. Elaborating that when they cleaned their street two weeks ago, they picked up about 100 cigarette butts around the bus stops. Mr. Taylor suggested that if the City puts out ashtrays, they could ask to include a sticker with Scottsdale Pride's logo on it.

Mr. Millar stated that he will talk to the Transportation Department to find out what can be done. He indicated that funding will probably be an issue.

- Ongoing City Projects

Chair Lenko reported that Ms. Henrickson is still working on the Liberty Garden.

The garbage box logo project has been at a standstill. Mr. Millar reported that they met with the Solid Waste Management staff. Their cost is comparable to APS, and the Department currently has a large supply of garbage boxes on hand. Solid Waste Management staff like the idea of partnering with Scottsdale Pride. Mr. Millar is currently looking into funding. A discussion ensued on the logistics of printing logos onto the boxes and possible partnerships with other entities and sponsors.

APRIL CLEAN AND BEAUTIFUL MONTH

Mr. Millar thanked those members who helped with the Rock the House project, reporting that they will look for more of those opportunities for the fall.

Mr. Millar reported that there was an Adopt-a-Road event on April 22, 2006. He has a list of the participating organizations consisting of 126 volunteers who picked up over 14,000 pounds of trash in one day.

Mr. Millar reported that the Pride Park Tree Planting event went very well. Chair Lenko presented photos taken by Mr. Walowitz. Mr. Millar shared a card from Melissa Leviatt, who apologized for not having taken photos as she had promised. She would like to know how she could make it up to the Committee.

Mr. Millar reported that he will provide a copy of the recap of all of the April events being submitted to the Keep America Beautiful national affiliation, apprising them of Scottsdale programs.

Ms. Organ suggested that they thank the City for being organized and providing lovely gold shovels. Mr. Millar stated that he will keep copies of the photos in their file and scan them to e-mail to members.

STAFF UPDATES

Mr. Millar reported that he did not have any staff updates. He invited Ms. Kaibetony to share a little background about herself and what interested her in the Scottsdale Pride Committee.

Ms. Kaibetony provided highlights of her background indicating that she grew up in Mesa and lived in Phoenix for the past 13 years. She moved to Scottsdale and was blown away by the differences. Ms. Kaibetony indicated that she is in the process of purchasing a home and noticed everyone in Scottsdale takes pride in their homes. She was very impressed and felt safe for her children to be in the parks.

Ms. Kaibetony works in Scottsdale with Motion Data Incorporation and serves on the NFL Super Bowl Committee. Having a strong marketing and communications background, she owned her own business for about 10 years. When she heard about the Scottsdale Pride Committee she wanted to give back to Scottsdale since the City has provided her with a safe and clean environment for her family to live in.

Ms. Kaibetony suggested that they have a float in the Fiesta Bowl parade and possibly have bumper stickers printed. She believes she can bring a younger generation into volunteer work.

In response to Vice-Chair Scott's inquiry about whether she would be interesting in chairing their new marketing subcommittee, Ms. Kaibetony said she would.

Mr. Millar stated that they will add the Parada entry onto one of the next agendas. He mentioned that it has a \$1,000 entry fee. Ms. Stevens reported that about four years ago they had a float and the cost was \$35-\$50. Indicating that they had a cowboy band, Adopt-a-Road signs, pull wagons, and a banner that is still in the warehouse. Ms. Stevens agreed to provide the Committee with photos of the float. She also reported that there is still a painted cactus background in the warehouse.

Chair Lenko thanked Ms. Stevens for her commitment over the past six years and also thanked Mr. Millar for his assistance over the past three years.

MEMBER UPDATES

Mr. Millar reported that they would like to have a short celebration in light of two members leaving the Committee. Tonight will be Ms. Stevens' last meeting (6 year member), and Chair Lenko's last meeting will be next month (3 year member). Mr. Millar presented Chair Lenko and Ms. Stevens with a Certificate of Appreciation.

Chair Lenko stated that she was thrilled when she was called to be on the Committee. At that time she did not know a lot about Scottsdale and enjoyed being exposed yearly to the various community projects. She thanked everyone for their hard work.

Ms. Stevens noted that after three years she thought about leaving and opined that the Committee needed strong members and hung in there watching the leadership develop. She now has no qualms about leaving, knowing that the Committee has very impressive leadership. Ms. Stevens thanked everyone for the great experience over the past six years.

PUBLIC COMMENT

No members of the public wished to address the Committee.

ADJOURNMENT

With no further business to discuss, the meeting adjourned at 7:09 p.m.

Respectfully submitted,
AV Tronics, Inc.